



ATHENS UNIVERSITY of ECONOMICS & BUSINESS
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C orporate S ocial R esponsibility

What Universities Can and Must Do

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CSR – What Universities Can and Must Do

Education & Training

- ▣ Dedicated courses and seminars – Ethics, Environmental Mgmt., Governance, Sustainable Dev.
- ▣ Integration of CSR in other courses through cases, guest speakers... - Strategic Mgmt., HRM, Marketing, Accounting...
- ▣ Interactive Learning Methods – Cross-Course Projects, Business Games, Community Involvement Activities, Competitions...
- ▣ Graduation Projects / Internships - Understanding the practical meaning of CSR, Understanding the research dimensions of CSR.
- ▣ Visiting Faculty and Student Exchange Programs



CSR – What Universities Can and Must Do

Research

- ▣ As in training: Dedicated as well as integrated research. Show how CSR is a part of what is going on in the ‘traditional’ disciplines.
- ▣ Important to publish CSR-related research in mainstream disciplinary journals and conferences, not only in specialized outlets.
- ▣ The applied dimension of CSR research is of utmost importance as results are particularly expected to inspire and drive action.
- ▣ Research of "technical support" character, involving companies and organizations, and focusing on tools and methods should be emphasized.



CSR – What Universities Can and Must Do

Networking & Dissemination

- ▣ The institution acts as network partner and activity coordinator of CSR events and activities with local and global partners from industry, organizations and academia. Especially with NGOs, youth groups, media, think tanks... in order to reinforce the spread of CSR activities and implement joint actions.
- ▣ The institution ensures some celebrity support, e.g., as key note addresses in seminars, events, graduation ceremonies, advisory councils...
- ▣ Students and staff participate in awareness and clean-up campaigns.
- ▣ The alumni network is actively involved in CSR activities.
- ▣ Students are encouraged to form interest groups or clubs.



CSR – What Universities Can and Must Do

Strategy & Internal Management (I)

- ▣ All CSR-related activities must be supported by the Academic and Administrative Leadership of the institution and integrated in its management systems and procedures.
- ▣ As large and ‘people intensive’ organizations, academic institutions need to develop internal policies and programs for ethical conduct and environmental responsibility.
- ▣ An Ethics Committee can draw up guidelines for non-discrimination and labour rights, and act as a guarantee for transparency and equal treatment of both students and personnel, including minority groups.



CSR – What Universities Can and Must Do

Strategy & Internal Management (II)

- ▣ An Environmental Committee can develop policies and actions with respect to energy and resource saving, responsible purchasing, waste reduction, recycling of consumables ranging from paper, plastic, glass... to hardware, lab equipment, and so on.
- ▣ An internal chart of ethical and environmental conduct, to be signed by all internal stakeholders, can be an effective way of spreading the CSR message and reminding all about taking individual day-to-day responsibility.
- ▣ Walk the Talk!

